



Accelerating Information Technology Innovation

<http://aiti.mit.edu>

Lecture 3: Pitching your Idea

Tuesday, July 3, 2012

University of Lagos

Today's Agenda



- Tell us about your favourite Entrepreneur
- Team Idea, pitch and critique
- The Elevator Pitch
- Pitching Contest

Elevator Pitch



- You – Your name, your company name, your background (to establish credibility)
- Your product – Name, What it does, what problem it solves and why it is useful (to establish competitive advantage)
- Your market – estimated market potential, customer segments and channels
- Your ask – Price, Investment, Sign up etc.

Team Exercise #1



Pick your product

- Ipad
- Blackberry Torch
- Simple Weather App
- Your teams app/products

Questions and Feedback



Additional Resources



- YouTube: MIT 100k Competition, MIT Bold Sell Competition

Announcements



- Team Ideas must be defined by end of the week, start thinking of company name and logo
- Team link on AITI website, you'll be assigned a team if you haven't formed one
- Next Class: Business Plans
- Class registration
- Wait to take a picture, if you don't have one
- Check your emails and aiti website regularly
- Post lab assignments to aitinigeria2012@gmail.com